Everest Group®
RESEARCH

Everest Group PEAK Matrix™ for Software Product Engineering Service Providers 2019

Focus on Infogain

September 2019

Everest Group®
PEAK MATRIX™

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EGR-2019-40-E-3311

Introduction and scope

Everest Group recently released its report titled "Software Product Engineering Services PEAK Matrix™ Assessment 2019: Engineering for the Digital World." This report analyzes the changing dynamics of the software product engineering services landscape and assesses service providers across several key dimensions.

As a part of this report, Everest Group updated its classification of 25 service providers on the Everest Group PEAK Matrix™ for software product engineering services into Leaders, Major Contenders, and Aspirants. The PEAK Matrix is a framework that provides an objective, data-driven, and comparative assessment of software product engineering service providers based on their absolute market success and delivery capability. Everest Group also identified three service providers as the "2019 software product engineering services Market Star Performers" based on the strongest forward movement demonstrated on the PEAK Matrix year-on-year.

Based on the analysis, **Infogain emerged as a Major Contender**. This document focuses on **Infogain's** software product engineering services experience and capabilities and includes:

- Infogain's position on the Software Product Engineering Services PEAK Matrix
- Detailed software product engineering services profile of Infogain

Buyers can use the PEAK Matrix to identify and evaluate different service providers. It helps them understand the service providers' relative strengths and gaps. However, it is also important to note that while the PEAK Matrix is a useful starting point, the results from the assessment may not be directly prescriptive for each buyer. Buyers will have to consider their unique situation and requirements, and match them against service provider capability for an ideal fit.

Source: Everest Group (2019) unless cited otherwise

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Background of the research

Background of the research

- Software is playing an increasingly important role in helping enterprises bring innovation across products and services. It is enabling enterprises deliver a superior user experience as well as introduce new and intelligent products to the market
- As enterprises embrace this software-led innovation, they are also looking to drive modularity, scalability, and mass customization in their software products in order to meet the evolving end-user expectations. Leveraging emerging themes such as Artificial Intelligence / Machine Learning (AI/ML) and Augmented Reality / Virtual Reality (AR/VR) to create differentiated offerings, and accelerating the time-to-market for new products and product features are also among their key priorities
- These dynamics have necessitated the adoption of new software architectures and software product engineering best practices by enterprises
- Service providers are playing a crucial role in helping enterprises adapt to the changing software product engineering landscape. Their active investments across talent capabilities, global delivery, and proprietary assets/frameworks are enabling them to effectively partner with enterprises on their software product engineering initiatives
- In this research, we present fact-based trends impacting the software product engineering services market, along with the assessment and detailed profiles of 25 software product engineering service providers featured on the software product engineering services PEAK Matrix. Each service provider profile gives a comprehensive picture of their software product engineering services vision, scale and scope of operations, key solutions, and partnerships

Scope of this report

Services
Software product engineering services

Market segment
Engineering services

Geography
Global

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Software product engineering services PEAK Matrix™ characteristics

Software product engineering services PEAK Matrix characteristics

Leaders: Accenture, Altran, Cognizant, HCL Technologies, Infosys, TCS, and Tech Mahindra

- The Leaders segment comprises IT-heritage firms that are also laying extensive focus on software product engineering as a high-growth adjacency to their traditional IT businesses
- Leaders are characterized by their ability to offer large-scale software product engineering engagements leveraging their strong project management capabilities and widespread delivery footprint
- These players lay extensive focus on keeping pace with evolving technology trends through continued investments around software development best practices and next-generation themes (internal IP/tools, partnerships, acquisitions, etc.)
- The current Leaders are going beyond standard staff-augmentation deals and exploring new engagement models with their clients, enabling them to strike deeper partnerships and offer greater value in the relationships. These models include end-to-end product carveouts and risk-reward relationships

Major Contenders: Aspire Systems, Cybage, EPAM, GlobalLogic, HARMAN Connected Services, Infogain, Mindtree, Mphasis, Persistent Systems, RapidValue Solutions, Sonata Software, Tala Elxsi, Virtusa, and Wipro

- The Major Contenders segment comprises both IT-heritage firms as well as pure-play engineering firms
- These players have built meaningful capabilities to deliver software product engineering services. However, their service portfolio is not as extensive as that of Leaders (in terms of presence across the product development value chain, proprietary assets, or delivery capability)
- However, they are making credible efforts to enhance their delivery capabilities and build more holistic portfolio of solutions/offerings

Aspirants: Dextra Technologies, iTransition, Happiest Minds, and Sigma Software

- Aspirants exhibit strong capabilities in delivering services for specific niches within software product engineering
- These players are characterized by a concentrated delivery footprint and a focused portfolio of internal IP assets in the software engineering space
- Nevertheless, these companies are actively investing in building capabilities around emerging technology themes to stay at the forefront of innovation

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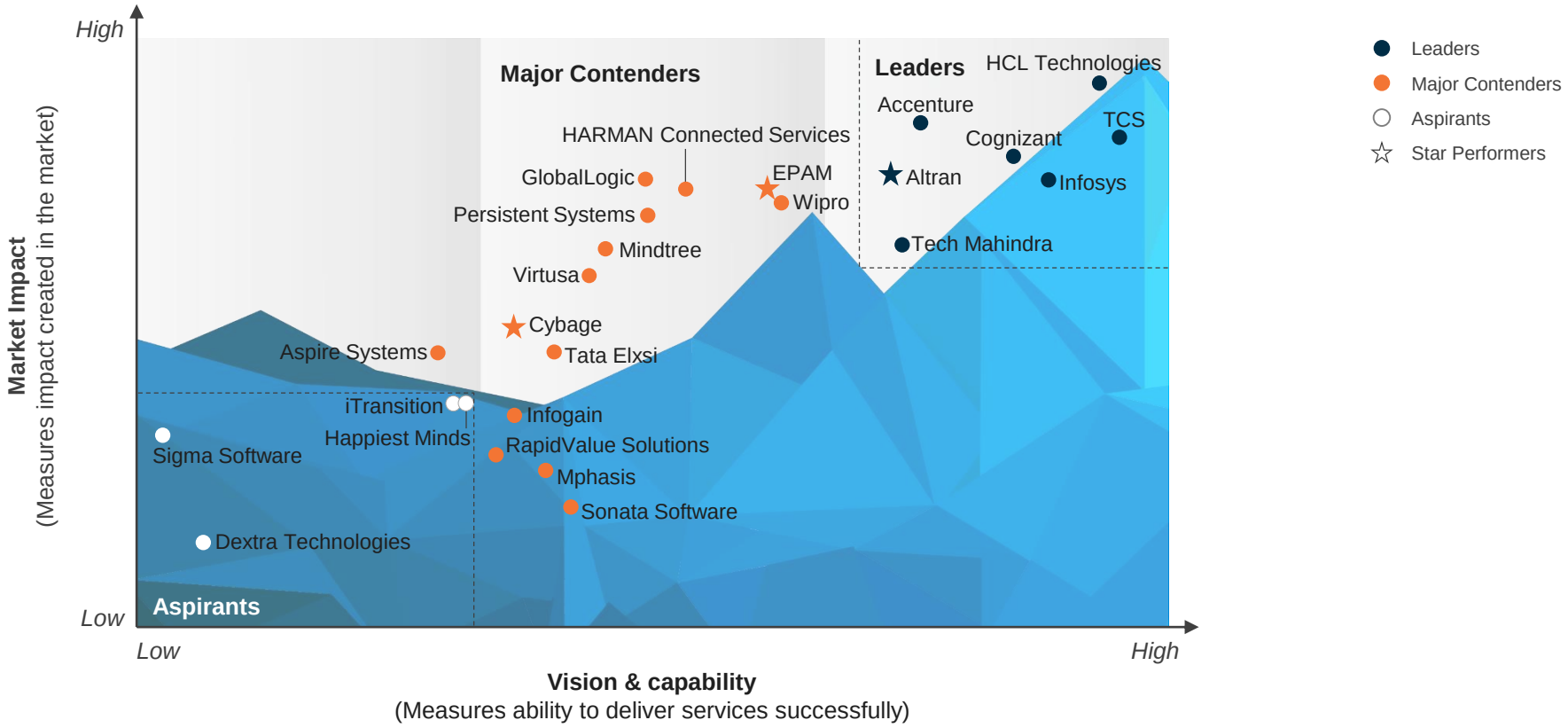
Everest Group PEAK Matrix™

Software Product Engineering Services PEAK Matrix Assessment 2019 | Infogain positioned as Major Contender

Everest Group Software Product Engineering Services PEAK Matrix™ Assessment 2019



Note 1 Assessments for Accenture, Sigma Software, and Tata Elxsi exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's interactions with software product engineering services buyers

Note 2 Analysis for Altran is based on capabilities before its acquisition by Capgemini

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Infogain | Snapshot (page 1 of 3)

Overview

Vision & strategy: Infogain offers software product and platform engineering services. It has teams dedicated to consulting, digital experience, and digital engineering. The company's strategy focuses on cloud native architectures, microservices, and the use of automation and machine learning. It has also expanded its offerings to include both technical platform development and design thinking to help companies monetize their platforms.

Summary of PEAK Matrix assessment

Market impact				Vision & capability				
Market adoption	Portfolio mix	Value delivered	Overall	Scope of services offered	Innovation and investments	Delivery footprint	Vision and strategy	Overall

Strengths

- Infogain's capabilities across business analysis, alignment of requirements, and project management have been appreciated by clients
- Infogain is perceived as a commercially competitive player
- Engagement flexibility & management commitment to client success are lauded

Areas of improvement

- Should beef up its talent management & skilling initiatives to ensure consistency
- Needs to demonstrate greater technical and process creativity in engagements
- The market expects Infogain to enhance its domain expertise to be able to deliver incremental value to its clients

Software products engineering services revenue

<US$200 million	US$200-500 million	US$500 million-1 billion	>US$1 billion

Revenue contribution (>30%) (10-30%) (<10%)

Revenue by vertical

Automotive	BFSI	Energy & utility
Media & telecom	Hi-tech	Medical devices
Aerospace	Others	

Revenue contribution (>30%) (10-30%) (<10%)

Revenue by value chain element

Product ideation & design	Product development	Product testing	Product deployment	Product management

Revenue by geography

North America	Europe	Middle East & Africa
South America	APAC	Rest of the World

Source: Everest Group (2019)

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Infogain | Snapshot (page 2 of 3)
Case studies and solutions

NOT EXHAUSTIVE

Case study 1 Product Engineering for a Fortune 500 transaction technology and equipment company. Developed SaaS offering for banks worldwide	
Business challenge	The client was facing problems with the scalability and deployment of legacy products. The high maintenance increased operational costs and there was incompatibility with newer technology. Moreover, users expected fast enhancement rollouts to match their other experiences
Solution and impact	Infogain applied its 10-step modernization framework in three stages including legacy modernization, UX refresh, and multi-tenant platform. This resulted in a 50% reduction in operational costs and a reduced cycle time from 70 days to 20 days.

Case study 2 Product Engineering for a leading global insurance company	
Business challenge	The client wanted to increase user adoption across portals and products, and needed a scalable architecture for adding new features.
Solution and impact	Infogain adopted product engineering and predictive analytics for quality, advanced automated testing solution, and legacy modernization. The result was an increase in revenue by 15-20% due to new products such as the AI/ML-based “Smart Solution”, and European expansion (I18N,L10N). The UAP / advanced automated testing solution rollout by Infogain improved the productivity by 30%.

Key proprietary solutions (representative list)	
Solution	**Details**
Oracle Platform Engineering Accelerator	IP that completely automates the set-up and scale-up of Oracle Cloud Infrastructure (OCI) through Terraform scripts. Complete automation of the end-to-end DevSecOps for OCI with Chef and Jenkins.
Predictive Analytics for Quality (PAQ)	PAQ applies predictive intelligence to the test planning process by highlighting potential points of failure in the system under test, providing a risk feedback loop
SmartSearch	An intelligent search engine for enterprise-wide search across customer, partner, and employee systems. It provides a unified search experience
Unified Automation Platform (UAP)	A test automation framework designed with Agile and DevSecOps development frameworks. This is a flexible and automated quality solution that helps shift testing to the left in the product lifecycle

Source: Everest Group (2019)

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Infogain | Snapshot (page 3 of 3)
Investments and partnerships

NOT EXHAUSTIVE

Key alliances and partnerships (representative list)	
Partner name	**Details**
Automation Anywhere	Infogain is a Gold-level partner in RPA to develop competencies on RPA-as-a service and testing
Microsoft Azure	A partnership that pertains to cloud migration functionalities and AI/ML toolsets
Google Cloud	Infogain is an RPA partner in Google Cloud and has experience implementing ML-based image detection
Guidewire	Business Select Partner for claims management platform
Oracle	Gold-level partner specializing in Oracle Knowledge Advanced and Oracle Platform as a Service / Oracle Cloud

Recent software products engineering investments (representative list)	
Development	**Details**
Centers of Excellence (CoEs)	Infogain has invested in CoEs for foundational technology stack (Java and .NET), AI/ML, microservices, DevOps, and cloud to help delivery units in adoption of these technologies
Innovation labs	Infogain has set up dedicated labs for engineering research and innovation in multiple locations (the US and India) to enhance design thinking, testing, and client experience management

Source: Everest Group (2019)

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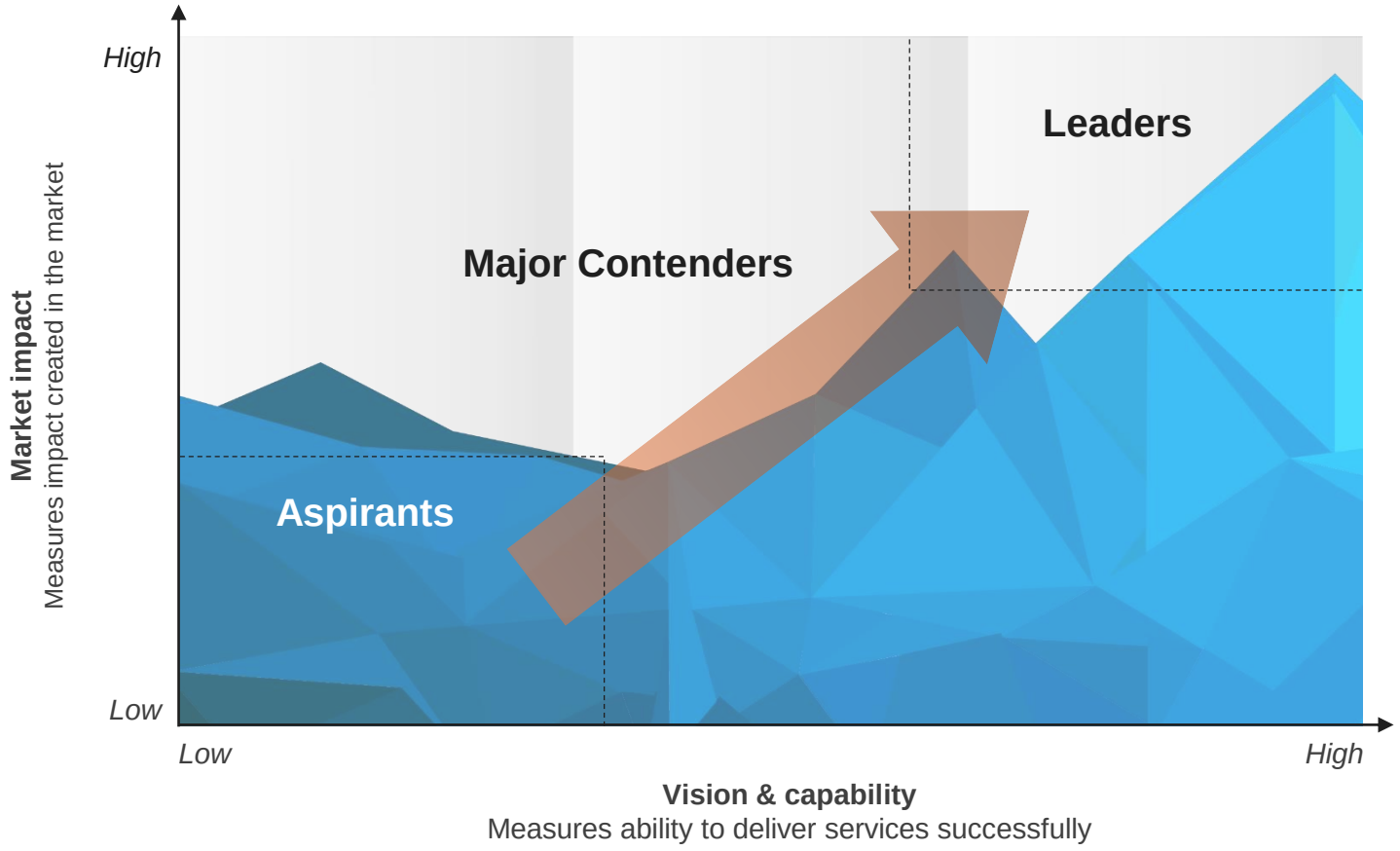
Appendix

Everest Group PEAK Matrix™ is a proprietary framework for assessment of market impact and vision & capability

Everest Group® PEAK MATRIX™

Everest Group PEAK Matrix



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Services PEAK Matrix™ evaluation dimensions

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Measures impact created in the market – captured through three subdimensions

Market adoption

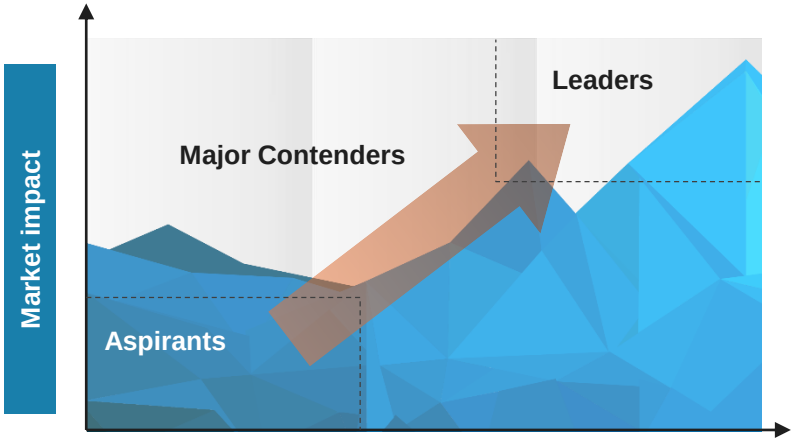
No. of clients, revenue base, and YOY growth, deal value/volume

Portfolio mix

Diversity of client/revenue base across geos and type of engagements

Value delivered

Value delivered to the client based on customer feedback and transformational impact



Measures ability to deliver services successfully. This is captured through four subdimensions

Vision and strategy

Vision for the client and itself; future roadmap and strategy

Scope of services offered

Depth and breadth of services portfolio across service sub-segments / processes

Innovation and investments

Innovation and investment in the enabling areas, e.g., technology IP, industry/domain knowledge, innovative commercial constructs, alliances, M&A, etc.

Delivery footprint

Delivery footprint and global sourcing mix

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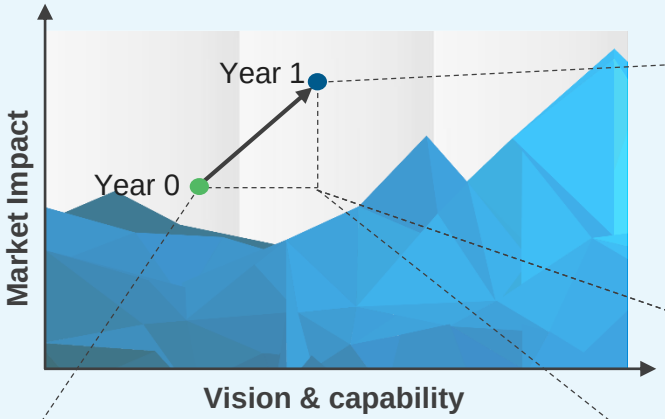
Everest Group confers the Star Performers title on providers that demonstrate the most improvement over time on the PEAK Matrix™

Everest Group® PEAK MATRIX™

Methodology

Everest Group selects Star Performers based on the relative YOY improvement on the PEAK Matrix



In order to assess advances on **market impact**, we evaluate each service provider's performance across a number of parameters including:

- Yearly ACV/YOY revenue growth
- # of new contract signings and extensions
- Value of new contract signings
- Improvement in portfolio mix
- Improvement in value delivered

In order to assess advances on **vision and capability**, we evaluate each service provider's performance across a number of parameters including:

- Innovation
- Increase in scope of services offered
- Expansion of delivery footprint
- Technology/domain specific investments

We identify the service providers whose improvement ranks in the top quartile and award the Star Performer rating to those service providers with:

- The maximum number of top-quartile performance improvements across all of the above parameters AND
- At least one area of top-quartile improvement performance in both market success and capability advancement

The Star Performers title relates to YOY performance for a given vendor and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

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FAQs

Does the PEAK Matrix™ assessment incorporate any subjective criteria?
Everest Group's PEAK Matrix assessment adopts an unbiased and fact-based approach (leveraging service provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information). In addition, these results are validated / fine-tuned based on our market experience, buyer interaction, and provider/vendor briefings

Is being a "Major Contender" or "Aspirant" on the PEAK Matrix, an unfavorable outcome?
No. The PEAK Matrix highlights and positions only the best-in-class service providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition

What other aspects of PEAK Matrix assessment are relevant to buyers and providers besides the "PEAK Matrix position"?
A PEAK Matrix position is only one aspect of Everest Group's overall assessment. In addition to assigning a "Leader", "Major Contender," or "Aspirant" title, Everest Group highlights the distinctive capabilities and unique attributes of all the PEAK Matrix providers assessed in its report. The detailed metric-level assessment and associated commentary is helpful for buyers in selecting particular providers/vendors for their specific requirements. It also helps providers/vendors showcase their strengths in specific areas

What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?
- Participation incentives for buyers include a summary of key findings from the PEAK Matrix assessment
- Participation incentives for providers/vendors include adequate representation and recognition of their capabilities/success in the market place, and a copy of their own "profile" that is published by Everest Group as part of the "compendium of PEAK Matrix providers" profiles

What is the process for a service provider / technology vendor to leverage their PEAK Matrix positioning and/or "Star Performer" status ?
- Providers/vendors can use their PEAK Matrix positioning or "Star Performer" rating in multiple ways including:
  - Issue a press release declaring their positioning. See citation policies
  - Customized PEAK Matrix profile for circulation (with clients, prospects, etc.)
  - Quotes from Everest Group analysts could be disseminated to the media
  - Leverage PEAK Matrix branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)
- The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with the designated POC at Everest Group.

Does the PEAK Matrix evaluation criteria change over a period of time?
PEAK Matrix assessments are designed to serve present and future needs of the enterprises. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality as well as serve the future expectations of enterprises

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About Everest Group

Everest Group is a consulting and research firm focused on strategic IT, business services, and sourcing. We are trusted advisors to senior executives of leading enterprises, providers, and investors. Our firm helps clients improve operational and financial performance through a hands-on process that supports them in making well-informed decisions that deliver high-impact results and achieve sustained value. Our insight and guidance empower clients to improve organizational efficiency, effectiveness, agility, and responsiveness. What sets Everest Group apart is the integration of deep sourcing knowledge, problem-solving skills and original research. Details and in-depth content are available at www.everestgrp.com.

Dallas (Headquarters)
info@everestgrp.com
+1-214-451-3000

Bangalore
india@everestgrp.com
+91-80-61463500

Delhi
india@everestgrp.com
+91-124-496-1000

London
unitedkingdom@everestgrp.com
+44-207-129-1318

New York
info@everestgrp.com
+1-646-805-4000

Toronto
canada@everestgrp.com
+1-416-388-6765

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